calligo
The trusted cloud®

CALLIGO | PROBLEM SOLVED

Calligo leveraged NetApp® SolidFire® to fuel robust corporate success. Now, tough new security requirements are driving more growth for this internationally trusted cloud service provider.

Satisfying the Global Enterprise Hunger for Data Protection, with Guaranteed Performance

Calligo is a trusted cloud service provider whose proprietary platform offers the highest levels of data protection, along with application performance guarantees, commercial flexibility, and personalized support. As the first customer for the SolidFire storage operating system in 2012, Calligo leveraged technology innovation to fuel robust growth. Today, Calligo is expanding to help global enterprises meet new security challenges.

300%
year-over-year revenue growth

100s
of clients worldwide

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MEETING PERFORMANCE CHALLENGES OF ENTERPRISE CLIENTS WORLDWIDE

The cloud-based service market is a growing sector that is characterized by numerous providers and stiff competition. Calligo has distinguished itself from the beginning. Opening its first data center in Jersey in 2012, the company adopted SolidFire storage as the foundation for its unique CloudCore all-flash infrastructure as a service (IaaS). Customers' desire for guaranteed performance and customized services drove Calligo's 300% year-over-year revenue growth. Headquartered in Jersey, in the Channel Islands, Calligo now runs data centers in Guernsey, Bermuda, Cayman Islands, Zurich, Geneva, and Singapore in addition to Jersey, and serves hundreds of clients worldwide.

Today, a new challenge on the corporate horizon is spurring fresh growth at Calligo. By 2018, companies operating in the European Union must comply with the EU General Data Protection Regulation (GDPR) or risk hefty fines. Calligo, whose security muscle includes ISO 9001 and ISO 27001 certifications, can enable North American companies to meet the coming EU GDPR requirements. Calligo is expanding to meet the rising demand in Canada, the United States, and the United Kingdom. At the heart of its ability to scale rapidly, with guaranteed Quality of Service (QoS), is NetApp SolidFire.

"In our latest expansion, we'll offer the U.S. market the ability to gain EU compliance for data protection—the tough new GDPR law that's coming into effect," says Julian Box, CEO of Calligo. "NetApp SolidFire remains at the heart of everything we build—a modular, easy-to-build environment that supports our four pillars of focus: data privacy, application performance guarantees, optimized client environments, and personalized support."

GUARANTEED QUALITY OF SERVICE FOR EVERY CUSTOMER WORKLOAD

When founding Calligo, Box was able to implement a greenfield design unhampered by the limitations of traditional storage architectures. Because they were not originally created for high-performance applications in multitenant cloud infrastructures, legacy storage technologies had not cost-effectively solved the problem of co-tenants monopolizing bandwidth during times of high demand. When "noisy neighbors" degrade cloud network performance, application speed suffers, which in turn negatively impacts business services. This scenario was untenable for Calligo, a new service provider seeking to stand out for quality. The only way to guarantee performance with traditional architectures was to implement dedicated storage for each client. However, to meet peak demand this dedicated storage would have required cost-prohibitive overallocation.

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Instead, Box built his company on a breakthrough new technology. He saw that all-flash arrays are an essential component of next-generation data centers, and he understood that SolidFire was built for environments like his. Using SolidFire, Calligo transcends the cost and performance tradeoffs of traditional storage. The solution meets all customer requirements for dedicated bandwidth, I/O, CPU, and multitenant features—with guaranteed performance. What's more, SolidFire scales without disruption or excessive cost.

BEHIND THE SCENES: NETAPP SOLIDFIRE

In a NetApp SolidFire storage array, performance and capacity are presented as independent, unified pools that are separate from one another. The scale-out architecture enables easy management of flexible pools of capacity and performance, eliminating storage islands and the need to deploy different architectures for different workloads. As nodes are added to

a cluster, each delivers an exact amount of additional performance and capacity for a predictable pattern of linear scalability. Data is automatically redistributed in the background across all nodes in the cluster, maintaining perfect balance as the system grows.

The SolidFire system's built-in storage I/O quotas can be set at an individual virtual machine layer. This management granularity means that each virtualized application tenant in the environment always has access to a predetermined number of storage IOPS, so rogue virtual machines can't eat up resources. SolidFire guaranteed QoS provides exact levels of performance and bandwidth within Calligo's multitenant infrastructure and enables the company to satisfy exacting service level agreements (SLAs).

"The NetApp SolidFire platform gives us ridiculous amounts of power in terms of throughput, which is great, but the secret of our success is the QoS that

Julian Box, CEO and co-founder of Calligo, discusses how Calligo offers the highest levels of data privacy and security with SolidFire.

"The NetApp SolidFire platform gives us ridiculous amounts of power in terms of throughput, which is great, but the secret of our success is the QoS that SolidFire delivers."

Julian Box
CEO, Calligo

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SolidFire delivers," Box said. "We can control performance levels for every workload with zero disruption for customers while also meeting capacity and scaling needs." 🐦

NEXT STEPS: SECURITY REQUIREMENTS DRIVE NEW GROWTH

Approximately 50% of Calligo's customers are in financial services, requiring consistently high performance for business-critical applications. The remaining half represent almost every vertical industry. Calligo works closely with every client to deliver a managed service tailored to their needs, whether for business

process change, technology requirements, security, or compliance. With data-security threats increasing around the globe and stringent new regulations coming into effect, more and more enterprises are looking to Calligo for critical managed services.

"Until now, we've concentrated predominantly on financial services in Europe and around the globe, but now we're bringing our brand of trusted cloud—and our focus on data privacy—into North America," Box said. "The new GDPR law that's coming into effect is a lot tougher. What we can offer the U.S. market is the ability to gain EU compliance from

the perspective of data protection. That's the next growth driver for Calligo—all built on our NetApp SolidFire foundation."

SOLUTION COMPONENTS

NETAPP PRODUCTS

NetApp SF3010, 6010, and 9605 node clusters in six locations globally

ENVIRONMENT

Applications: Business-critical ERP and other applications for hundreds of international clients, 50% in financial sector and 50% in a variety of industries

Virtualization: VMware vSphere

LEARN MORE

netapp.com/us/products/storage-systems/all-flash-array/solidfire-web-scale.aspx

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